PRESS RELEASE 2017

MovieSweep, the Game for Film enthusiasts, integrates Z/Yen's MetroGnomo blockchain technology.

MovieSweep challenges film enthusiasts to successfully complete a sweep by navigating a path of logical connections between established actors and films. As MovieSweep players progress through successive sweeps they climb up through the industry from Runner to Studio Head. The best performers are rewarded with access to an extensive back catalogue of movies and information on their favourite films. To complete the user experience, the game allows players to quickly secure their favourite films into the MovieSweep SweepList.

MovieSweep are partnering Z/Yen Group, the creators of MetroGnomo, to record user activity across platforms and enhance the gameplay experience. MetroGnomo is a timestamping, data logging, and document archiving/retrieval system based on a mutual distributed ledger (aka blockchain technology). MetroGnomo can not only provide a definitive incorruptible cross platform record of players' successful sweeps, their MovieSweep careers and the films they wish to buy, but it allows players to share their progress in real time.

MetroGnomo employs Z/Yen's woven broadcast technology to generate records worthy of trust. The underlying ledger is held in multiple locations by different interested parties. Channel Island government, the States of Alderney, holds a copy of the MetroGnomo ledger and have committed to providing oversight of MetroGnomo's integrity until 2021.

Ted Byron Baybutt, MovieSweep MD states:

"MovieSweep is passionate about the world of film and because MovieSweep has been designed by avid film enthusiasts and film-makers, we are hoping that puts us at the forefront of all film games. We are very excited by the integration of MetroGnomo which facilitates live interaction between players, their peers and the makers of the movies they love. It assists us to provide truly multi-platform gameplay and access to supplementary content from multiple distributors. Our partners can release new content to their core audience and gauge their reactions almost instantaneously."

Professor Michael Mainelli, Executive Chairman of Z/Yen, continues:

"MovieSweep addresses the future infrastructure of games, how to integrate players across multiple platforms, deliver better gameplay through interaction and history, and deliver promises to advertisers that can be proven. MovieSweep chose MetroGnomo datalogging, based on Z/Yen's ChainZy architecture, because it is the only distributed ledger (aka blockchain) technology capable of delivering the possible trillion recordings per day needed for high-volume gaming."

Notes to editors

MovieSweep
MovieSweep is a fun film app for movie buffs. The game features film clips and trivia, challenging players to test their knowledge of the movie industry. Head to www.moviesweep.co.uk to download it now!
www.moviesweep.co.uk

Z/Yen
Z/Yen is the City of London's leading commercial think-do tank promoting societal advance through better finance and technology. Z/Yen helps organisations make better decisions about enhancing reward, controlling risk and increasing certainty. Z/Yen's clients are in many sectors, most often where technology and finance try to achieve a social purpose. Z/Yen works with clients to discover, solve, and act on opportunities by managing programmes and projects, building systems, and creating collaborative communities. Z/Yen implemented its first mutual distributed ledgers (aka blockchains) in 1995.
www.zyen.com

States of Alderney
The States of Alderney is the legislative assembly of the Channel Island of Alderney, which remains a separate jurisdiction within the Bailiwick of Guernsey. The main economic drivers on Alderney include business services, finance, eGaming, tourism and energy. Alderney seeks to become the leading centre for regulation and standards for mutual distributed ledgers.
www.alderney.gov.gg